

MAINTAINING INTEREST IN SAFETY

the British Iron and Steel Research Association.

Three posters that reminded workers to hook cable slings were displayed in six plants over a period of six weeks. A seventh plant was used as a control.

Tallies made in the six plants before and after display of the posters showed about an 8 per cent increase in compliance with the rule. The seventh plant, in which the posters were not used, showed a very slight decrease in compliance.

Although use of the posters merely supplemented previous training, plants that originally had the lowest rates of compliance showed some of the best gains. Use of the test posters separately, on a biweekly basis, proved slightly more effective than simultaneous use of all three posters during the entire six-week test.

In a survey* conducted by a prominent casualty insurance company, over 200 employees were interviewed in depth on the effectiveness of safety posters, films, and leaflets.

Results indicated that all the media were instrumental in bringing workers to a high level of safety awareness and that all were effective in sustaining that awareness. Employees were found to prefer posters to leaflets, although they acknowledged the value of leaflets for more detailed coverage of, for example, "off-the-job safety."

Types of posters

Posters available from the National Safety Council, insurance companies, associations, and other sources fall into two broad categories: general and special industry (or special hazard).

The general posters are concerned with such subjects as chance-taking, disregarding safety rules, forgetting to replace guards, and other human failures.

Special industry posters, as the term indicates, have application only in specific industries, such as mining or logging.

Special hazard posters, for example on lifting, ladders, the storage or handling of flammable liquids, are useful in every industry where the particular hazards are encountered.

In some cases, a hazard is so serious that a special poster is developed because of the

severity and not the frequency of exposure.

The National Safety Council carries approximately 1,000 different safety posters in stock at any one time. About 15 new posters are added each month. Subject matter is roughly in proportion to the occurrence of certain types of accidents. For example, more posters are concerned with materials handling than with chemicals and gases. (For illustrations of the many posters available from the National Safety Council, see *Safety Posters* catalog issued annually by the Council.)

A survey of Council members indicated that about three-fourths of the nearly 800 respondents use a variety of poster subjects with one-third preferring cartoons and all-industry posters. Horror or shocker posters were least preferred.

The Council distributes posters ranging from pocket-size pressure-sensitized stickers to billboard-size jumbo posters. Sixty-nine per cent of the respondents in the Council's poster survey preferred posters of 8½ by 11½ in and 17 by 23 in size. Of these two sizes, the smaller was preferred six-to-one over the larger.

Fifty-four per cent of the respondents use posters to influence general attitudes, 27 per cent to cover special operations, 18 per cent, to meet special or seasonal problems, and 14 per cent, to promote off-the-job safety.

A company can develop its own posters to deal with special hazards not covered by posters available from outside sources. Even the smallest company can make an occasional special poster inexpensively, using colored paper, crayons, or felt marking pens, to call attention to a special hazard, to commemorate the winning of a safety award, or to point up a problem not likely to be covered by a commercial poster. See Chapter 13, "Audio-Visual Aids," for details.

Effective posters can be made using photographs of local conditions or accidents, even if the situations must be posed. A common type of homemade poster is the "testimonial" showing a photo of an employee and a close-up of his damaged safety glasses or safety shoes, with a brief state-

*Described in *National Safety News* (April 1963)